

The 25th Anniversary Celebration of SCOLAR
“Be The Next Star KOL 2021” Social Media Video Contest
Guidelines and Rules

1. Objectives

“Be The Next Star KOL 2021” (“the Contest”), co-organised by SCOLAR and EDB (hereinafter referred to as “the Organiser”), has the following goals:

- ✧ To promote innovation in language learning and teaching
- ✧ To nurture young talent and future leaders for Hong Kong
- ✧ To foster self-expression and creative thinking
- ✧ To create a platform for sharing of good practices

2. Division and Eligibility

(a) All kindergarten, primary and secondary day-school students in Hong Kong are invited to participate in the Contest.

Division	Full-time students enrolled at...	Entry Mode
Kindergarten	K1 – K3	Individual*
Primary	Primary 1 - 6	Individual / Team
Secondary	Secondary 1 - 6	

**For the kindergarten division, parents / guardians may assist their children with production and play a supporting role in the videos.*

(b) Primary and secondary students can participate as individuals and/or a team of no more than 3 members (their peers at the same or different grade levels **in the same school**). There is no limit to the number of individuals or teams from the same school joining the Contest. However, each student may submit a maximum of only **2** videos (one entry as an individual and the other **on a different topic** as part of a team).

3. Theme and Suggested Topics

(a) Students taking part in the Contest (hereinafter referred to as “participants”) should produce short videos related to **language learning and teaching**. Use of **both English and Chinese** (Cantonese / Putonghua) or **either one language** in the video is acceptable. However, participants should do their utmost to present ideas with clarity and mixing / switching languages too often may lead to miscommunication.

(b) The topics below may serve as references:

- ✧ *The essential language skills that a social media influencer in general should possess*
- ✧ *Sharing of language knowledge (e.g. pronunciation, vocabulary and grammar) in a fun way like a Key Opinion Leader*
- ✧ *Language learning tips / Language skills for life*
- ✧ *Language learning in the new normal*
- ✧ *Qualities of a successful language learner*
- ✧ *Useful language learning resources*
- ✧ *My favourite English storybook / poems and songs / writer*
- ✧ *My dream language lessons / A memorable language learning experience*
- ✧ *An important person in my language learning life*

4. Video Length and Format

- (a) Videos should be between 2 to 3 minutes in length.
- (b) Participants have the creative freedom to choose the presentation format and use any media (e.g. music, sounds, photos and animation effects) which they think would be most effective in conveying the key message(s).
- (c) Each video must have a specific theme and coherent structure. To achieve this, planning and preparation are of vital importance.

5. Registration Procedures

- (a) Arrangements for each division are as follows:

Division	Detail	Forms to be submitted
Kindergarten	Registration can be completed by participants' parents / guardians or through schools.	<u>By parents / guardians</u> Registration Forms only
		<u>Through schools</u> School Information Forms & Registration Forms
Primary	Students can only register through schools.	School Information Forms & Registration Forms
Secondary		
<u>Points to note</u>		
<ul style="list-style-type: none"> ✧ Each primary / secondary school participant is only required to complete ONE Registration Form even if he / she registers for the Contest both as an individual and part of a team. ✧ For those under 18, please ensure parents provide consent for their children's participation by completing Part B of the Registration Form. 		

- (b) A copy of the forms is at Annexes 2 and 3 and they are available for download from the links below.

Form	Download Link
School Information Form (Annex 2)	http://bit.ly/3rEOyeY
Registration Form (Annex 3)	http://bit.ly/3rGCr0V

- (c) The completed registration form(s) should be submitted to the Organiser by email (email address: eafs1@edb.gov.hk) or fax (fax no.: 3150 8018) **on or before 16 April 2021 (Friday)**. Forms sent by post or submitted in person will **NOT** be accepted.
- (d) Upon successful registration, teachers / parents / guardians shall receive the following by 21 April 2021 (Wednesday) at the latest through email:
 - ✧ Confirmation of registration
 - ✧ An upload link
 - ✧ A submission form

Those who do not receive the above by then should contact Miss Chloe TSANG at 3527 0182.

6. Submission Requirements

- (a) All video submissions should be original works created by participants and have never been published or submitted for other similar contests.
- (b) If copyrighted materials from other sources have to be used, participants should ensure there is no infringement of intellectual property rights by seeking permission from the owners to use their work and including proper citations in the videos. Submission of a list of sources and documents supporting authorised use of the materials to the Organiser will also be required if videos concerned are shortlisted for the Contest.

(c) The following technical requirements shall apply to all video submissions:

- ✧ in 1080p resolution (1920 pixels wide x 1080 pixels tall)
- ✧ MP4 videos with h.264 codec
- ✧ with a 16:9 aspect ratio
- ✧ with specific filenames which allow the Organiser to identify participants

Participants	File Naming Conventions
Individual	- School name_Student name_Class(Class no.) <i>e.g. Rosemary Sec Sch_Chan Yuk Ming_S3A(12)</i>
Team	- School name_Team no._Team name (as identified on the Registration Form) <i>e.g. Rosemary Sec Sch_Team 1_Language Wizards</i>

(d) **All video files and the completed form(s) with details about every entry should be uploaded to the designated folder locations on or before 30 April 2021 (Friday). Late submission will NOT be considered.**

7. Judging Criteria

The judging panel consists of SCOLAR members and EDB representatives and entries will be assessed on the following four criteria:

Criteria	Weighting
Content (key messages, relevance to the theme, interest value, understanding of the subject matter and coherence)	40%
Effectiveness of delivery (accuracy, fluency, word choice as well as poise of the presenter(s))	20%
Technical quality (sounds, aesthetic and visual composition)	20%
Creativity (combined innovative use of ideas, design and materials)	20%

8. Awards and Prizes

(a) Results are to be announced on SCOLAR website in June 2021. Winners' teachers / parents / guardians will receive email notifications and invitations to the award presentation ceremony.

Award	Number of awardees for each division	Prize
Champion	1 individual / team	\$10,000 cash vouchers and certificate
1 st Runner-up		\$8,000 cash vouchers and certificate
2 nd Runner-up		\$5,000 cash vouchers and certificate
Honourable Mentions	5 individuals / teams	\$1,000 cash vouchers and certificate
Most Active Participating School	The school with the highest number of video submissions	Trophy and \$5,000 book vouchers

(b) All winning entries will be showcased on SCOLAR website.

9. Important Dates

Date	Details
16 April 2021 (Friday)	Closing of registration
30 April 2021 (Friday)	Video submission due date
June 2021	Announcement of the Contest results on SCOLAR website

10. Terms and Conditions

By registering to the Contest, a participant accepts the following Terms and Conditions and agrees to comply with them:

- (a) All Contest forms must be completed with true and correct personal particulars.
- (b) The participant warrants that all videos submitted are his / her original works that have not been published elsewhere. He / She shall be liable for any breach of laws arising from his / her entry / entries and the Organiser shall not bear any responsibility.
- (c) All videos submitted must address the theme of the Contest (i.e. language learning and teaching) and no inappropriate, obscene, violent, profane, defamatory or discriminatory content is allowed. The Organiser may disqualify any submission which it deems inappropriate or non-compliant.
- (d) All videos must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark, or indicates a sponsorship or endorsement by a third party or commercial entity or that is not within the spirit of the Contest. The Organiser may disqualify any submission which it deems inappropriate or non-compliant.
- (e) All videos will not be returned to participants once submitted and participants should keep their own backups. The Organiser will not take any responsibilities associated with any loss, delay or error in the submission of entries due to any reason whatsoever.
- (f) The Organiser reserves the right to disqualify any participant who submits an entry that does not meet the Submission Requirements as determined by the Organiser.
- (g) The decisions of the judging panel shall be final.
- (h) The Organiser reserves the right to verify winners and ask for proof of identity. Failure to provide relevant identification documents may lead to withdrawal of prize entitlement.
- (i) All prizes could not be exchanged in cash or in kind. The Organiser has the discretion to substitute prize(s) of equal or comparable value in the event a prize or any portion thereof becomes unavailable for any reason.
- (j) The Organiser shall have the right to edit, adapt, copy, distribute and show on screen entries for publicity purpose without obtaining the further prior permission of the winners and without offering any further compensation in any form.
- (k) The Organiser reserves the final right to amend, extend and interpret any of the rules as well as Terms and Conditions.

11. Others

- (a) In case of doubt or discrepancy in the English and Chinese versions, the English one shall prevail.
- (b) Except for names and schools, personal data provided by the participants will be used by the Organiser for the purpose of the Contest only. They will be handled with strict confidence and destroyed within 3 months after the Contest.